

FIG. 1

- REPLACEMENT SHEET -

Title: METHODS AND SYSTEMS FOR CREATING MODELS FOR MARKETING CAMPAIGNS

Application of: Samra et al.

Serial No: 09/474,588

Docket No: 17207-00005 (85IF-00103)

Atty: Daniel M. Fitzgerald; Phone: (314) 621-5070

2/8

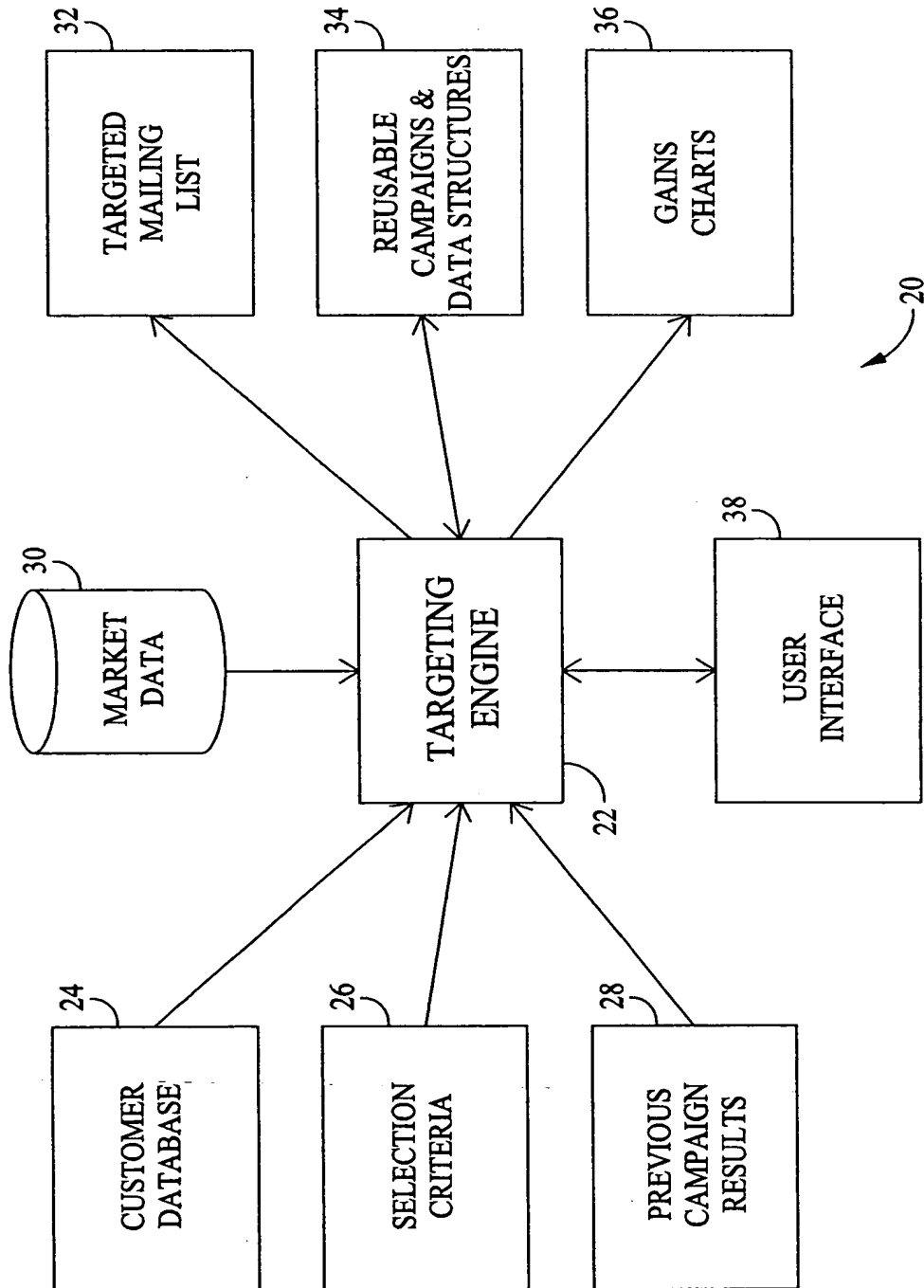


FIG. 2





3/8

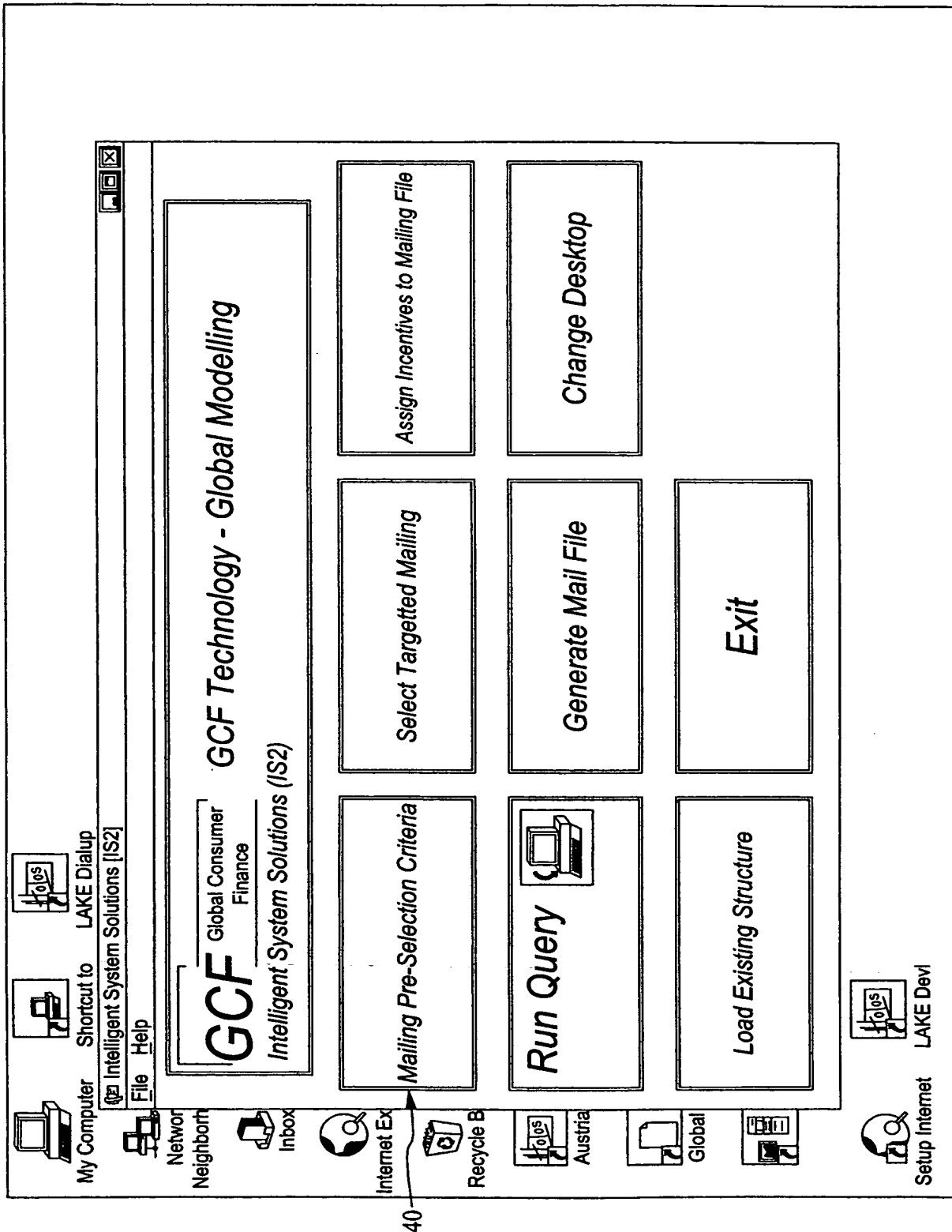


FIG. 3



4/8

Intelligent System Solutions [S2] File Help

GC
Intelligence

Account Criteria

Criteria

Create Modify Retrieve Delete

Strategy

Create Table Delete Table...

Close

Modelling

Please select the data view required

credit_line	54	56	Profession

Sections

☐ age ☐ risk_sc ☐ o_term 52

Current field selections -

credit_line[1]: 0:18000
age[4]: 25 - 28, 28 - 31,
risk_sc[7]: Risk D1, Risk
o_term[13]: 10%, 15%, 20%
Profession_Code[5]: Han

Select fields for dimension risk_sc

Fields

☒ All risk_sc
☐ Unknown
☐ Risk D1
☐ Risk D2
☐ Risk D3
☐ Risk D4
☐ Risk D5
☐ Risk D6
☐ Risk D7
☐ Risk D8
☐ Risk D9
☐ Risk D10 58

OK Cancel Help Expand>>

Criteria Name **Table Name**

Generate Mail File

Start 11:58 AM

FIG. 4



5/8

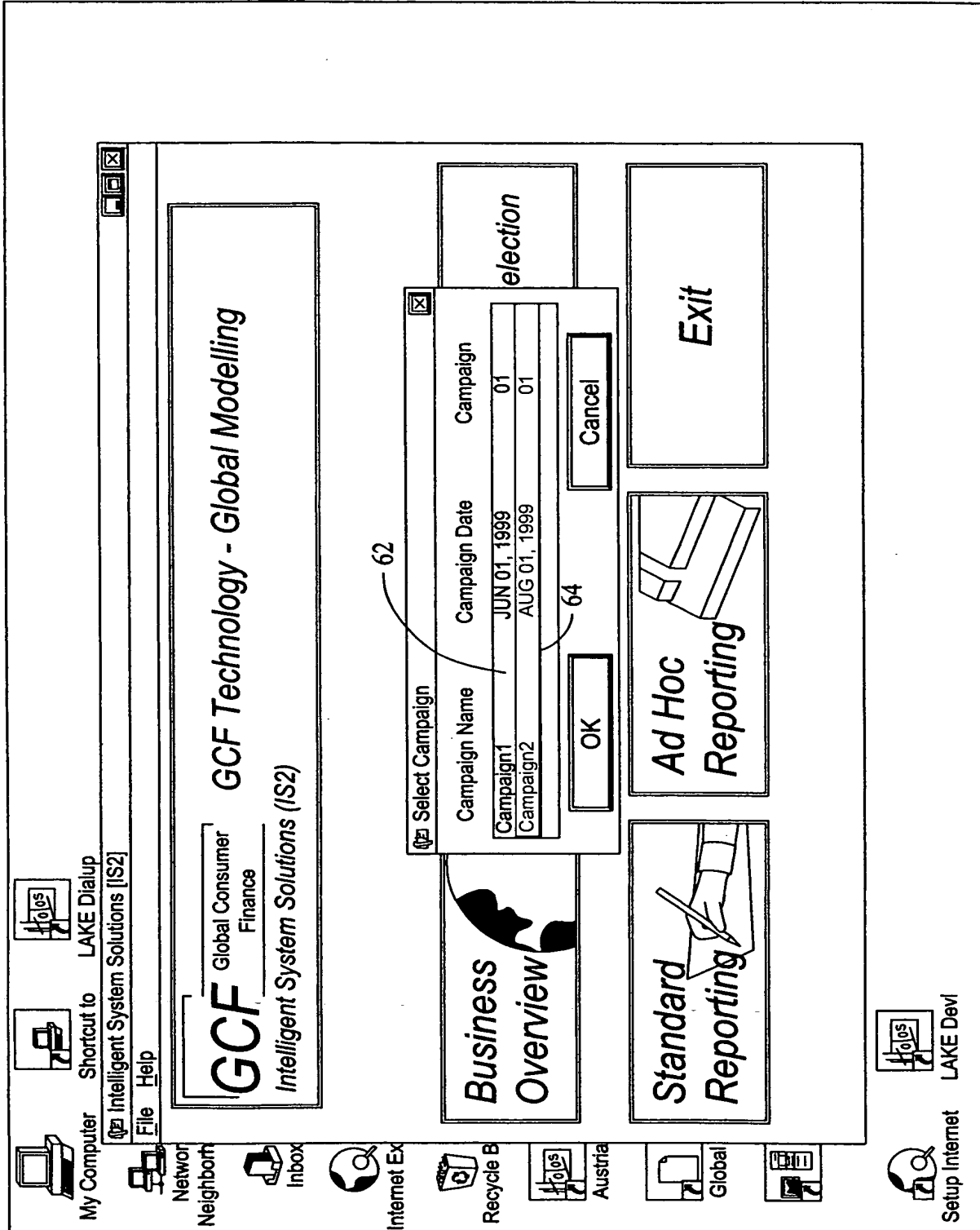


FIG. 5



- REPLACEMENT SHEET -

Title: METHODS AND SYSTEMS FOR CREATING MODELS FOR MARKETING CAMPAIGNS

Application of: Samra et al.

Serial No: 09/474,588

Docket No: 17207-00005 (85IF-00103)

Atty: Daniel M. Fitzgerald; Phone: (314) 621-5070

6/8

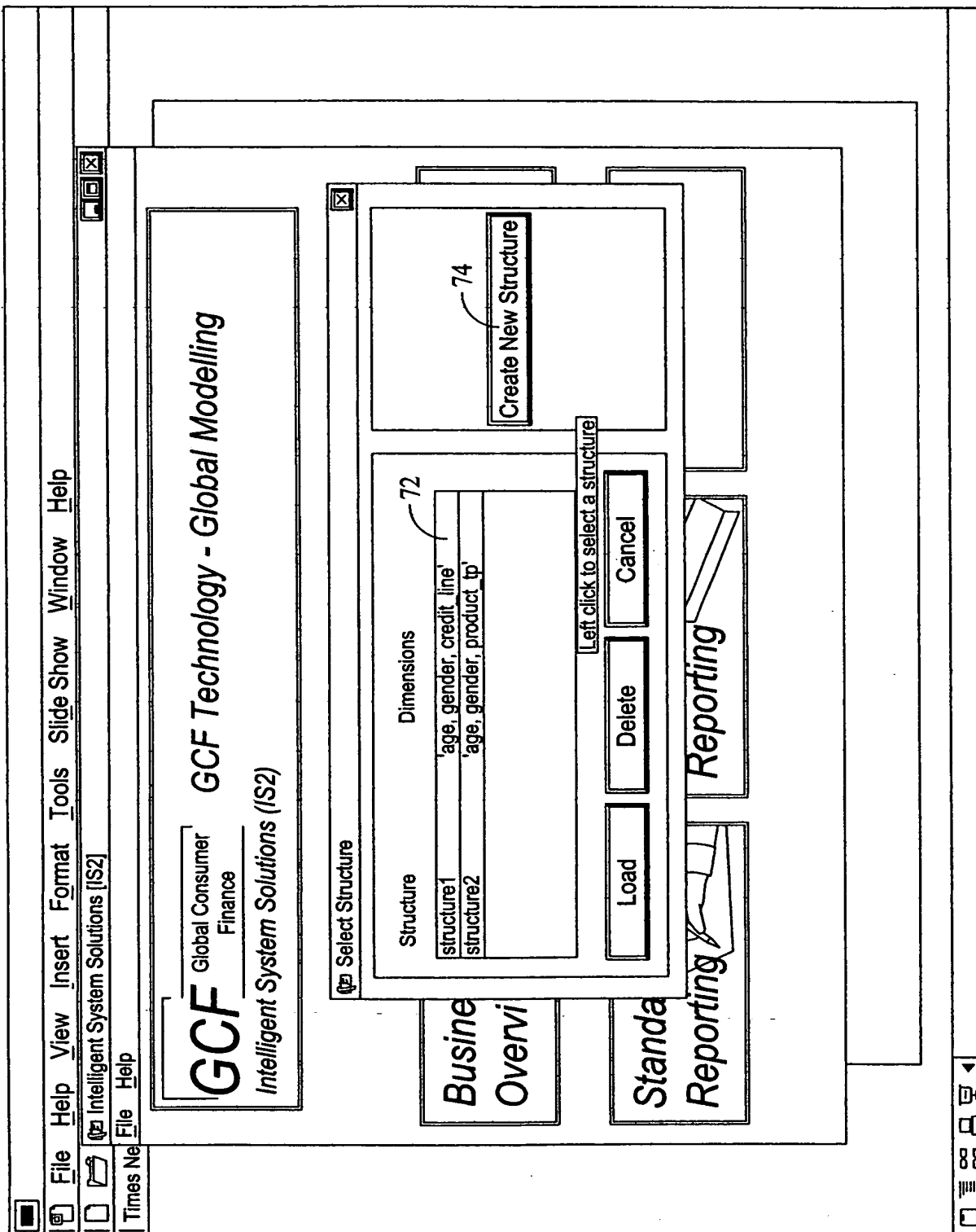


FIG. 6



7/8

GCF Technology - Global Modelling
Intelligent System Solutions (IS2)

Create Selection Table

Table Name	JAN_001_1
Tag Name	9980105CCAA19803VXYGOLD
# Accounts	50000
# Mailed Control	2000
# Non Mailed Control	2000
Cost of Mail Piece	0.05
Pre Selection Table	FILTER JAN 01
	FILTER JAN 01
	POPO
	W

Create Table **View Table...** **Delete Table...** **Close**

Select Targetted Mail **Mailing Pre-Selection Cri** **Generate Mail File**

Start **1:07 PM**

FIG. 7

- REPLACEMENT SHEET -

Title: METHODS AND SYSTEMS FOR CREATING MODELS FOR MARKETING CAMPAIGNS

Application of: Samra et al.

Serial No: 09/474,588

Docket No: 17207-00005 (85IF-00103)

Atty: Daniel M. Fitzgerald; Phone: (314) 621-5070

8/8

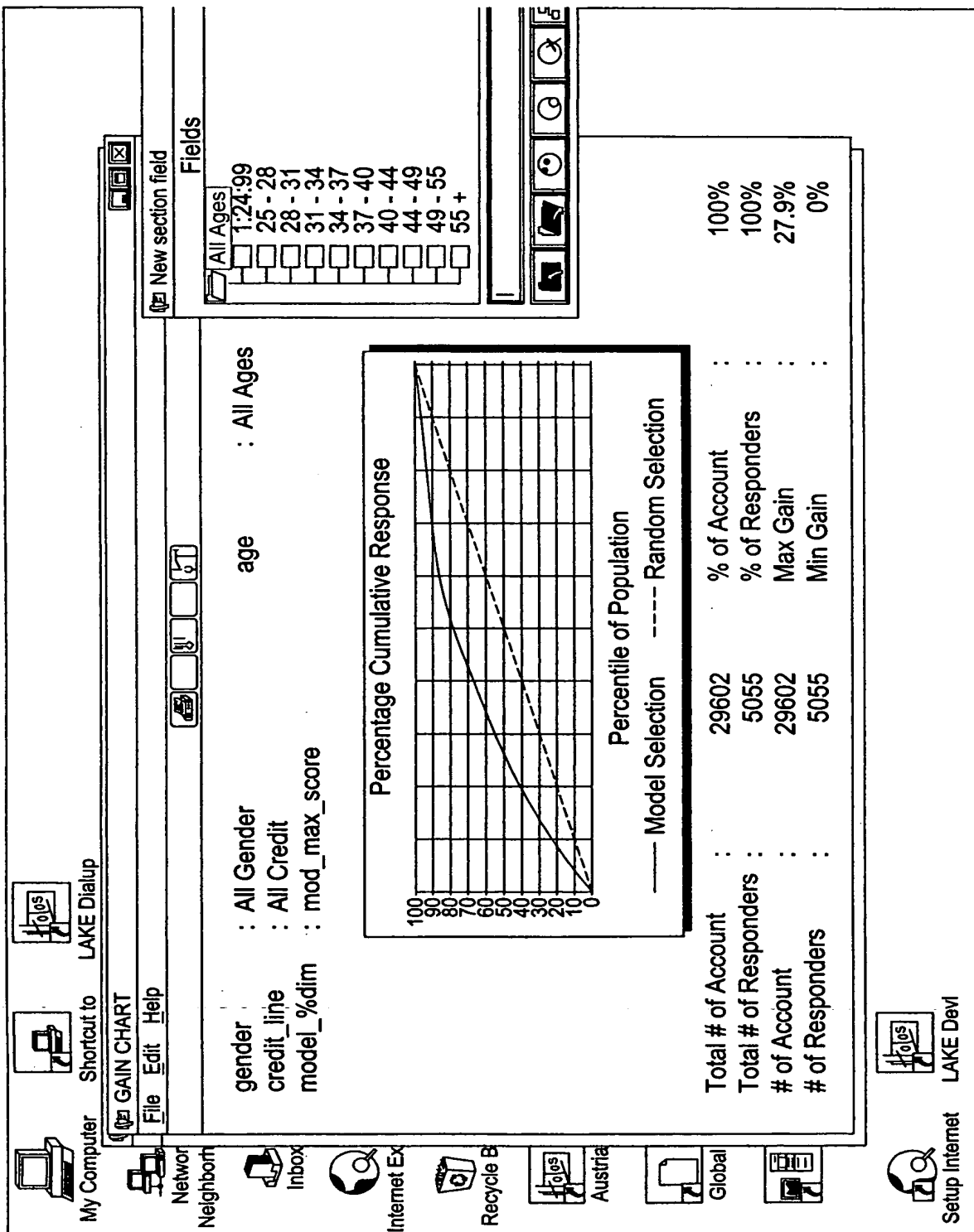


FIG. 8